

# 2011 COUNCIL WORK PLAN

FEBRUARY 1, 2011

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## City of Gresham

Mayor Shane T. Bemis

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February 10, 2011

Dear Fellow Citizens:

The members of your City Council are proud to present the 2011 Council Work Plan, a document that transparently explains the work the City of Gresham expects to conduct on behalf of our citizens this year, along with projected milestones and completion dates.

Now in its fifth year, this work plan format has provided a clearly stated roadmap for keeping the organization running efficiently and focusing on the public's priorities.

This document represents a substantial undertaking for 2011. The projects outlined reflect the City of Gresham's important work towards building community, realizing opportunity, and practicing sustainability in our operations.

We are very proud of the work that this document represents, and are very excited for the year to come. We hope that Gresham citizens will also find this to be a source of pride and a helpful tool to understand the functions and activities of their government.

Sincerely,

Shane T. Bemis  
Mayor

David Widmark  
Council President

John Kilian  
City Councilor

Josh Fuhrer  
City Councilor

Lori Stegmann  
City Councilor

Paul Warr-King  
City Councilor

Karylinn Echols  
City Councilor

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## BUILDING COMMUNITY

# CENSUS ANALYSIS

**Contact:** Stephanie Betteridge, Senior Manager  
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Molly Vogt, Senior Manager  
email: [Molly.Vogt@GreshamOregon.gov](mailto:Molly.Vogt@GreshamOregon.gov), phone: 503.618.2790

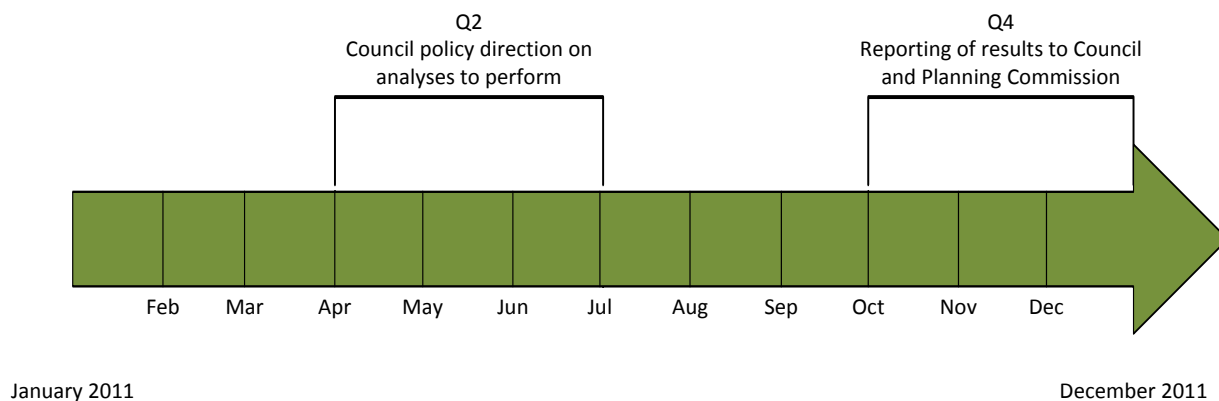
## DESCRIPTION

This project will analyze and report on Gresham population data provided by the U.S. Census Bureau and other sources so that the Council can use current information in their policy decision making process. Information may include social and demographic characteristics such as age, ethnicity, gender, average household size, number of renter – and owner-occupied housing units and length of residence of Gresham residents.

## COUNCIL ACTIONS REQUIRED

Policy direction on analyses to perform

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The results of the analyses performed will be shared with citizens via the City's website, GRESHAM Newsletter and Geographic Information System (GIS) mapping tools.



# CHARTER REVIEW

**Contact:** Mayor and Council  
David Ris, City Attorney  
email: [David.Ris@GreshamOregon.gov](mailto:David.Ris@GreshamOregon.gov), phone: 503.618.2429

## DESCRIPTION

This project will facilitate the Charter Review process that is required to occur in 2011. In the Charter Review process, the City Council appoints a Charter Review Committee to review and recommend changes to the Charter that the Council has the option of putting forward to the voters.

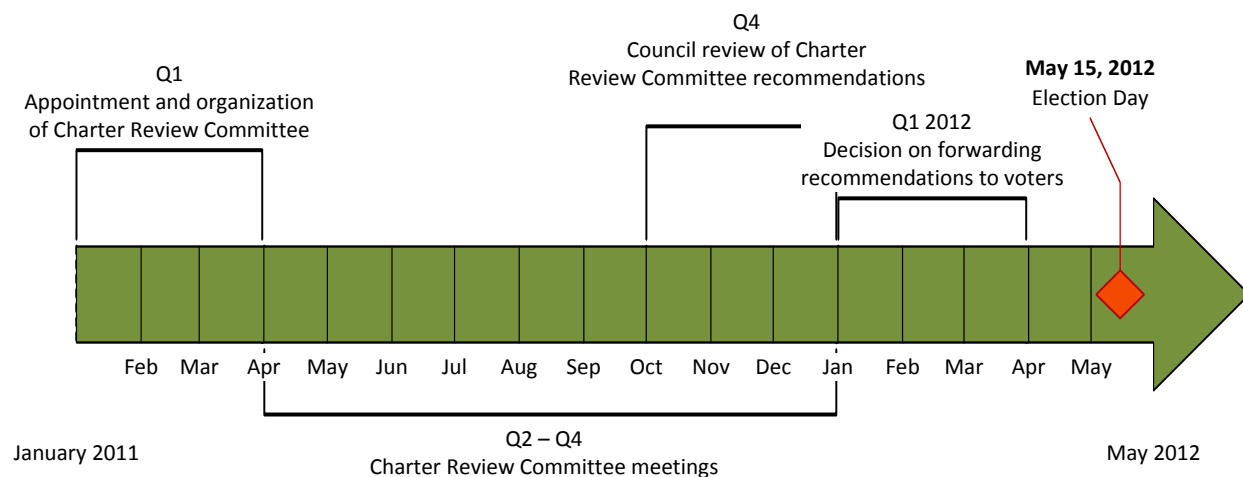
## COUNCIL ACTIONS REQUIRED

Appointment of a Charter Review Committee

Policy direction on review of Charter Review Committee recommendations

Decision on whether or not to forward items for voter consideration

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

All Council Citizen Advisory Committees and the Neighborhood Coalition will be informed of the project. Additionally, information regarding the process will be included on the City's website and in the GRESHAM Newsletter.

# CITIZEN INVOLVEMENT COMMITTEE INITIATIVES

**Contact:** Cathy Harrington, Office of Neighborhoods & Community Engagement Director  
email: [Cathy.Harrington@GreshamOregon.gov](mailto:Cathy.Harrington@GreshamOregon.gov), phone: 503.618.2482

## DESCRIPTION

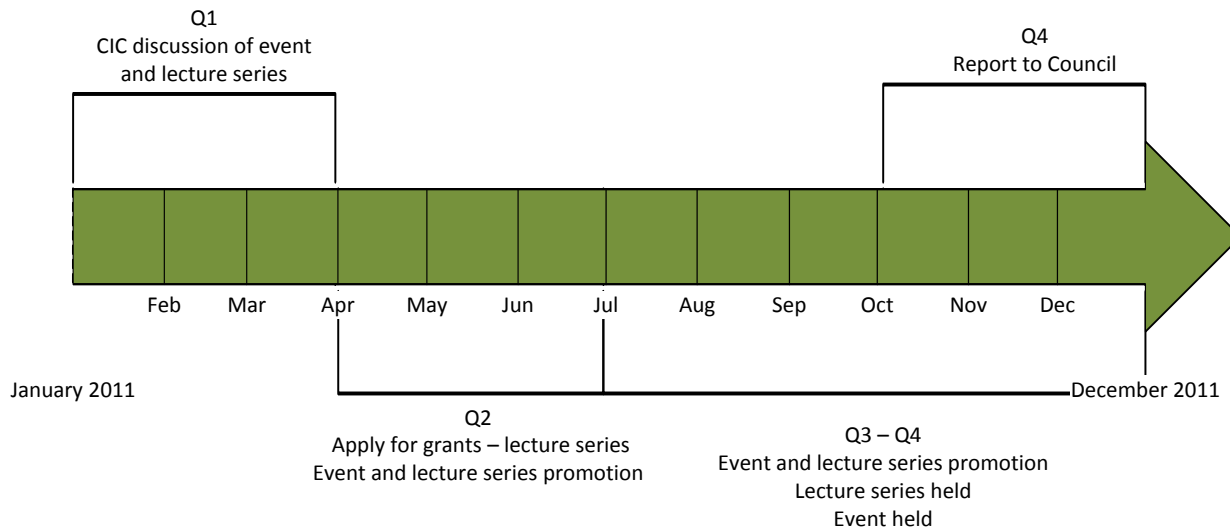
This project will take the recommendations of the Citizen Involvement Committee (CIC) and explore ways to implement them. The CIC is recommending the City hold an annual event that raises money for a worthy cause, brings recognition to Gresham and promotes community involvement.

The Committee also recommends a City of Gresham community lecture series that would promote citizen involvement through education and networking.

## COUNCIL ACTIONS REQUIRED

Promotion of and participation in the event

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Communications Group will coordinate the promotion of the event and lecture series. Both activities will be promoted through the City's website, Social Media, the GRESHAM Newsletter, etc. In addition, staff will engage and provide information to the Neighborhood Associations and our multicultural communities.

## CODE REVIEW

**Contact:** Eric Schmidt, Community Development Director  
email: [Eric.Schmidt@GreshamOregon.gov](mailto:Eric.Schmidt@GreshamOregon.gov), phone 503.618.2877

### DESCRIPTION

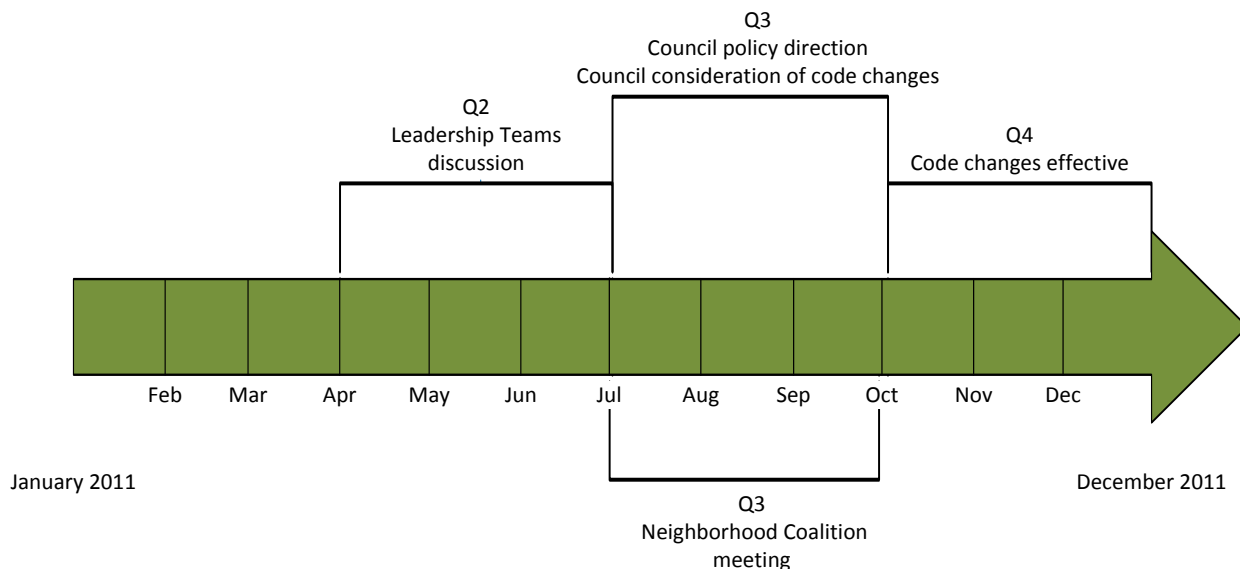
This project will research best practices and develop recommended code changes for Council consideration including allowable parking and camping on private property. Additional potential code changes relating to increasing the overall efficiency and effectiveness of enforcing the Gresham Revised Code may be presented as part of this work plan item.

### COUNCIL ACTIONS REQUIRED

Policy direction on code changes

Decision on adoption of code changes

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

Feedback on draft code changes will be solicited from the Neighborhood Coalition as well as on the City's website. Information about the code changes will also be communicated through the GRESHAM Newsletter.

## COMMUNITY APPEARANCE

**Contact:** Steve Fancher, Department of Environmental Services Director  
email: [Steve.Fancher@GreshamOregon.gov](mailto:Steve.Fancher@GreshamOregon.gov), phone: 503.618.2583

### DESCRIPTION

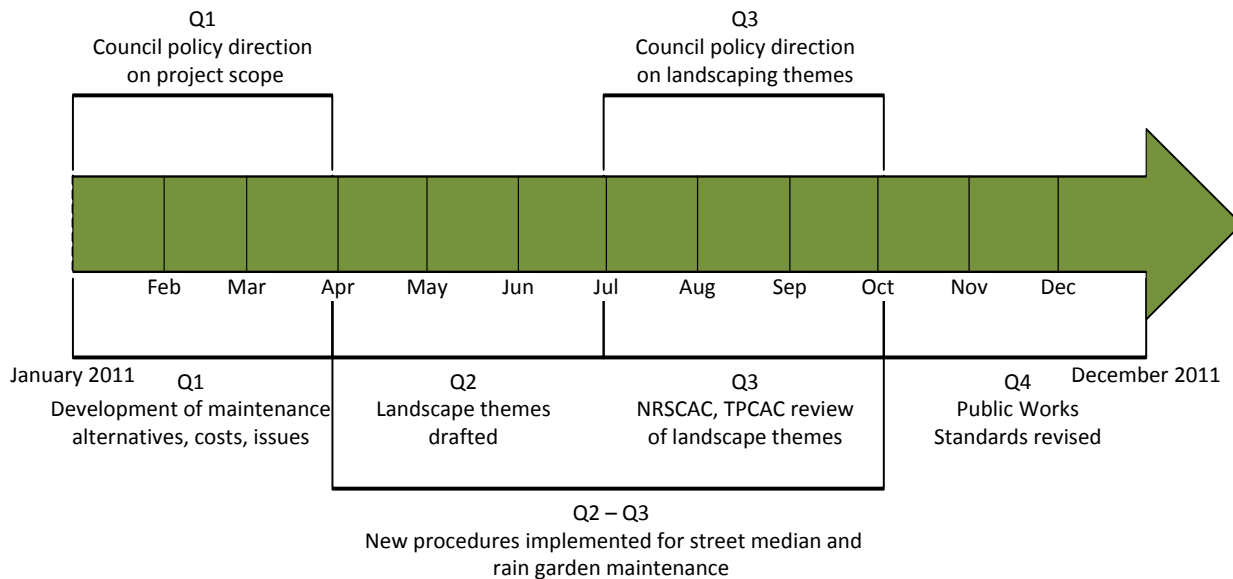
This project will focus on improving community appearance through development of design themes and maintenance strategies for arterial street median and rain garden landscaping. It will evaluate recent programs and identify best practices to improve aesthetics and minimize annual expenses.

### COUNCIL ACTIONS REQUIRED

Policy direction on the incorporation of maintenance strategies into standard operating procedures

Decision on adoption of landscaping design themes

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

The community will be engaged in the selection of preferred landscaping themes in a number of different ways. These include presentations to the Transportation Planning and Natural Resources and Sustainability Council Citizen Advisory Committees, Neighborhood Associations, the City's website and GRESHAM Newsletter.

## DEVELOPMENT CODE IMPROVEMENT PROJECT ROUND 5

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

### DESCRIPTION

This project will complete Round 5 of the Development Code Improvement Project (DCIP 5), a multi-year effort. Issues addressed in DCIP 5 will be broken into two components and include:

1. Revising the process for classifying permitted uses to address the use of inconsistent terms and insufficient definitions, how community services are classified and processed and adding a conditional use process to permit certain uses.
2. A master plan process for institutional uses and updating policies and codes for renewable energy.

Based on the issues presented, alternatives and/or a preferred alternative will be developed and plan amendments drafted for the legislative process.

### COUNCIL ACTIONS REQUIRED

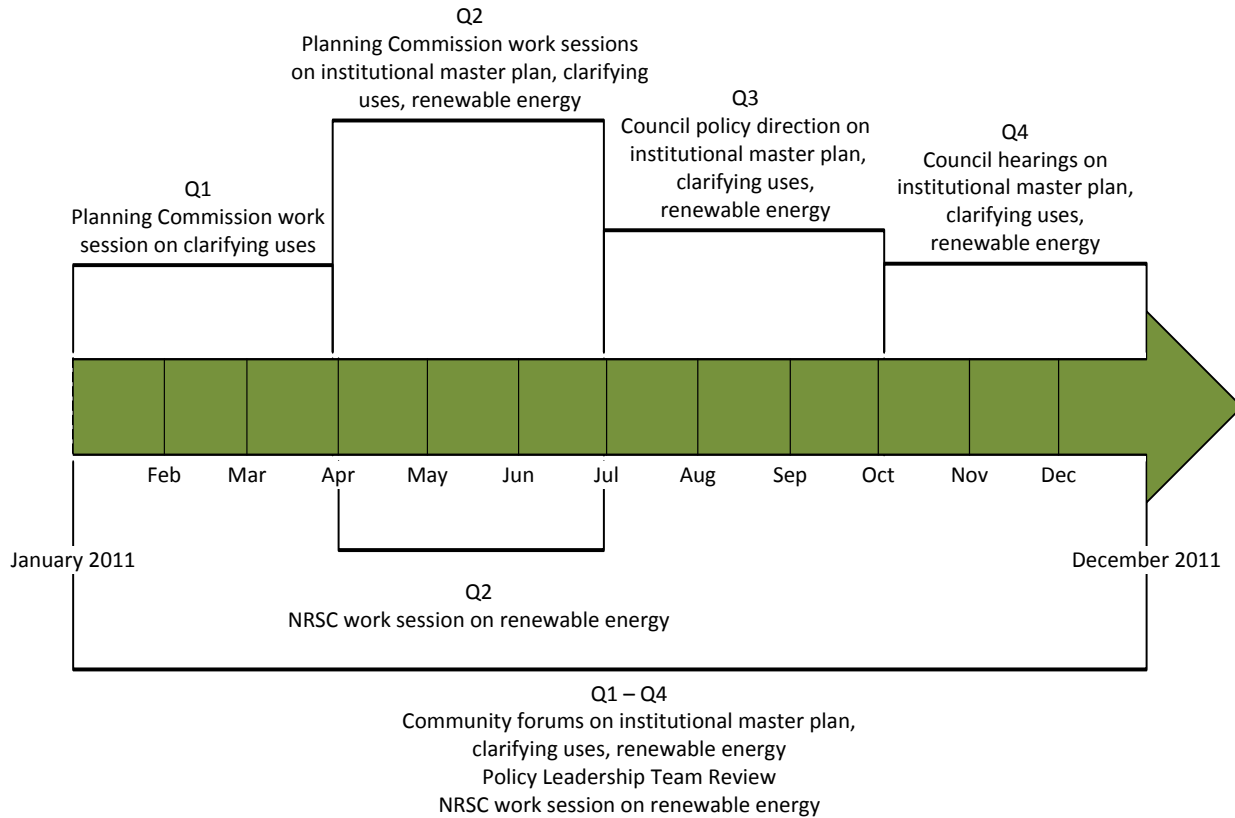
Policy direction on alternatives and preferred alternative

Decision on hearing and enactment of comprehensive plan amendments

### PROJECT TIMELINE

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## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Planning Commission will continue to serve as the primary advisory committee. The Natural Resources & Sustainability Committee will continue to serve as an advisory committee on the Renewable Energy issue. Community Forums have been held with more planned in 2011, as well as meetings with the Neighborhood Coalition and the Development Group. The project page on the City's website will be maintained and information distributed via project email lists and flyers.

# DOWNTOWN PLAN REVIEW

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

## DESCRIPTION

This project will review the Downtown Plan, develop funding options for the Downtown Arts Plaza fountain and develop a strategy for activating the parcels adjacent to the Plaza.

The Downtown Plan Review will include an analysis of adopted action measures and code to identify incentives needed to spur growth as well as identifying barriers to development. Development Code amendments will be processed if necessary.

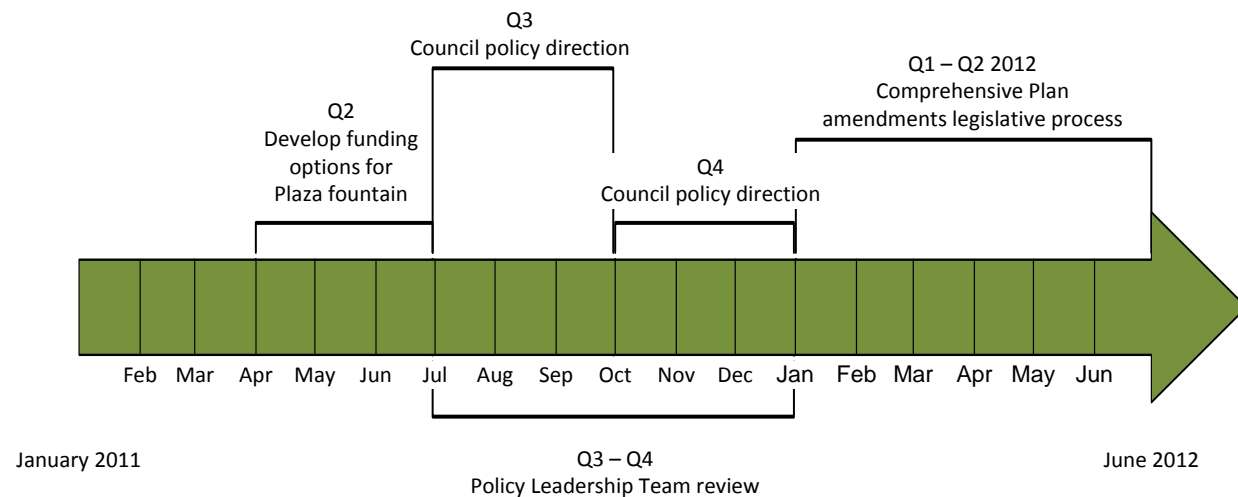
## COUNCIL ACTIONS REQUIRED

Policy direction on identification of issues and opportunities

Policy direction on preferred strategies

Decision on hearing and enactment of comprehensive plan amendments (if needed)

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

A Public Participation Plan will be developed based on the Work Plan for this project. The Planning Commission, Finance Committee and Parks & Recreation Advisory Subcommittee will likely provide advice. Other community engagement methods will include meetings with the Central City Neighborhood Association, the Gresham Downtown Development Association and Historic Downtown Business Association as well as community forums, information on the City's website and project email lists.

## HOUSING POLICY

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

### DESCRIPTION

This project will review current housing policies in the Community Development Plan, revisit past housing assumptions, incorporate new 2010 Census information and work with Council to develop an updated housing policy for the City. This would cover issues of housing type, geographic distribution in the city, total number of residential units, affordable housing goals, jobs/housing balance and other topics. The City's Housing Policy was last updated in 2006. Key questions that this project will address:

1. What changes to the current City housing policies (Section 10.600) would the Council like to see?
2. What is the demand for new housing in Gresham; what type of housing is in highest demand and where? What are the implications of the 2010 Census on the housing types needed?
3. What kind of affordable housing could be catalytic to leverage more private investment in Gresham? What types of housing are needed to support economic development?
4. How do we remake our existing neighborhoods to meet housing demand; to meet the need for walkable neighborhoods?
5. How can the city be more strategic in its development efforts through housing development?

Staff will also work with Council to determine what direction, if any, the Council would like to give the Community Development and Housing Subcommittee in regards to annual Community Development Block Grant allocations for 2012 and beyond. Key questions the project will address:

1. What direction/priorities does Council want to give CDHS and staff for 2012 CDBG?
2. Should we remain part of the Portland/Multnomah County Consortium for HOME funds? If not, what would it involve to be a separate HOME jurisdiction?
3. How can CDBG and HOME funds be leveraged to accomplish further redevelopment and to develop more community amenities?

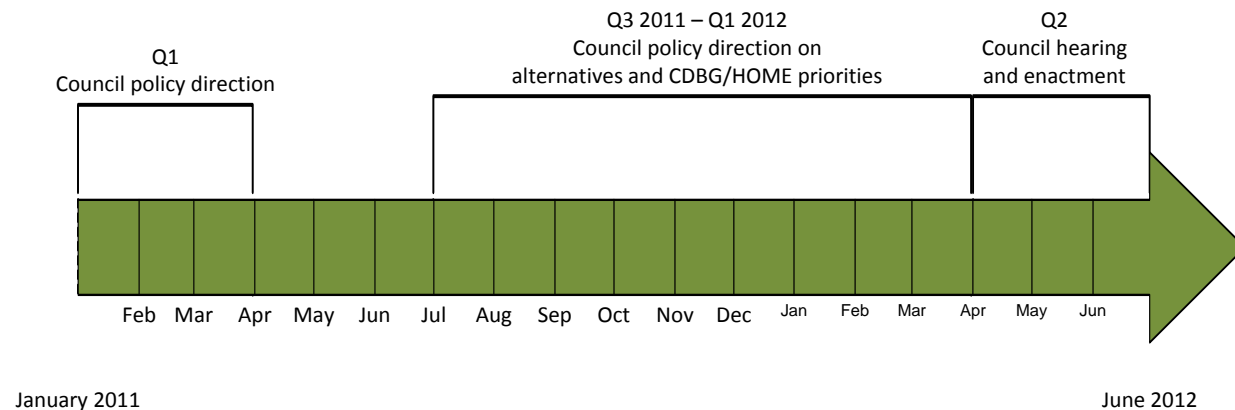
### COUNCIL ACTIONS REQUIRED

Policy direction on affordable housing, jobs/housing balance and future CDBG allocations

Decision on adoption of new Housing Policies



## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Community Development and Housing Council Citizen Advisory Subcommittee will serve as the primary advisory committee. Other community engagement methods may include a housing stakeholder task force, community forums, information on the City's website and project email lists.

## RESIDENTIAL DISTRICTS REVIEW - COMPATIBILITY

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

### DESCRIPTION

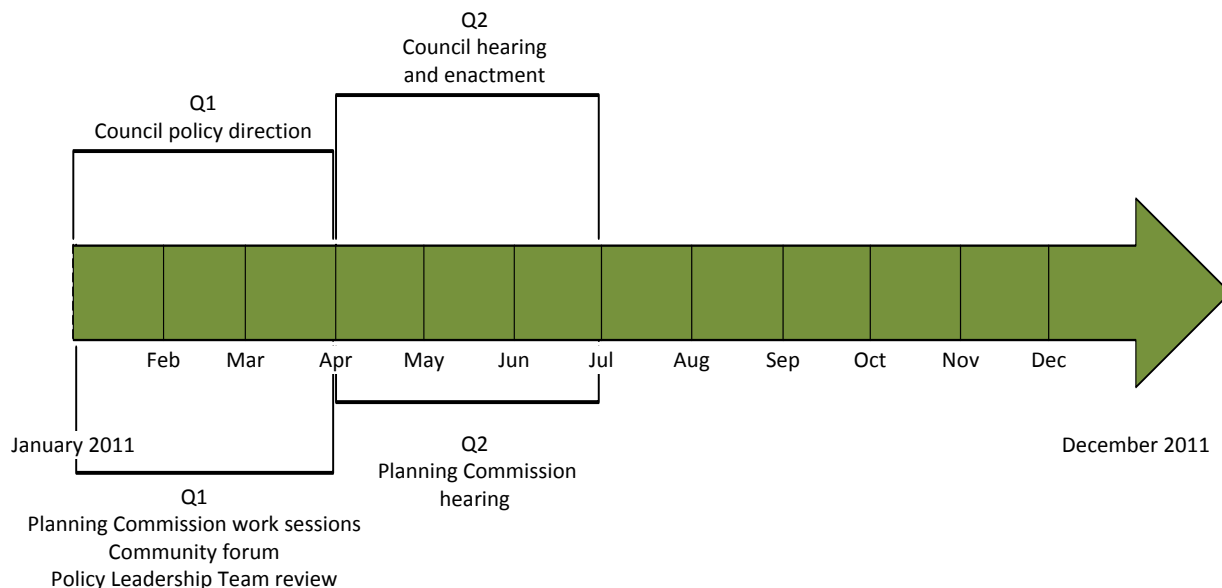
This project will complete the Residential District Review project which began in 2008 by addressing previously identified compatibility issues. These include: site design, building scale and massing, flag lots, buffering and screening, fencing and the Planned Development process for 5-6,000 square foot lots. A preferred alternative will be developed and code amendments drafted for the legislative process.

### COUNCIL ACTIONS REQUIRED

Policy direction on a preferred alternative

Decision on hearing and enactment of comprehensive plan amendments

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

The Planning Commission will continue to serve as the primary advisory committee. Community Forums have been held with more planned in 2011, as well as meetings with the Neighborhood Coalition and the Development Group. The project page on the City's website will be maintained along with use of as project email lists and flyers.

# RESIDENTIAL STREETS STRATEGY

**Contact:** Erik Kvarsten, City Manager  
email: [Erik.Kvarsten@GreshamOregon.gov](mailto:Erik.Kvarsten@GreshamOregon.gov), phone: 503.618.2346

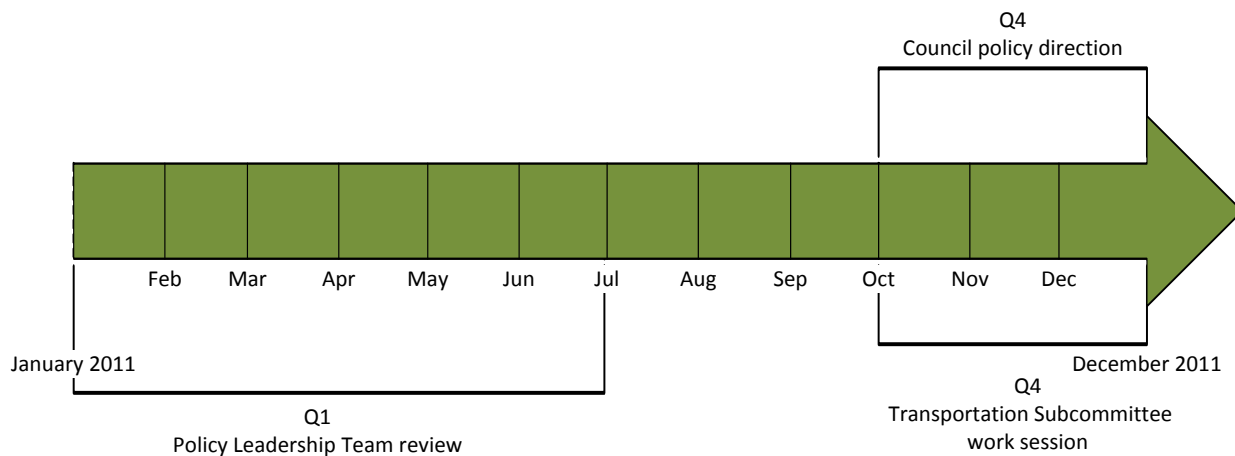
## DESCRIPTION

This project will look strategically at residential streets to develop and propose maintenance implementation plans and priorities under different funding scenarios.

## COUNCIL ACTIONS REQUIRED

Policy direction on a maintenance implementation plan and exploration of future funding options

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Council Transportation Advisory Subcommittee will provide input and recommendations. Public outreach plans will be developed pending direction from Council.

# ROCKWOOD DESIGN STANDARDS

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

## DESCRIPTION

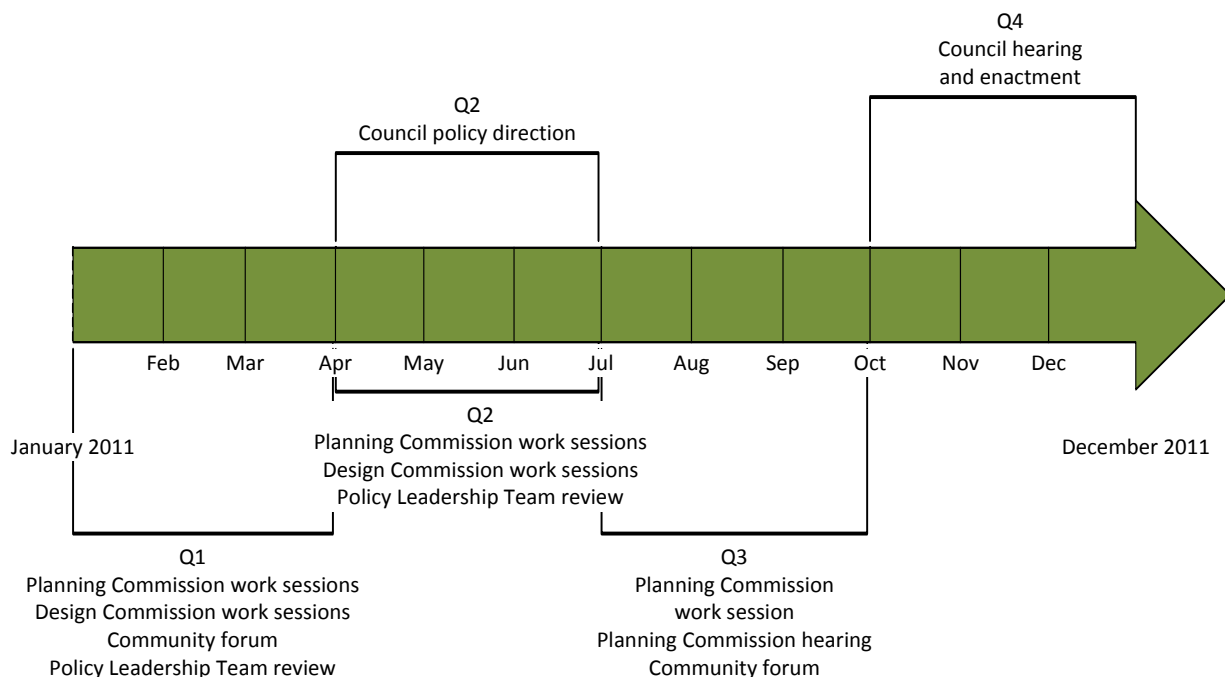
This project will develop alternative design guidelines and design standards based on the previously identified issues, preferred urban form and preferred design principles. The alternative design regulations will be evaluated and a preferred approach selected. The evaluation and selection of this preferred approach would include design work done for the catalyst site within the Rockwood Urban Renewal District. Plan and code amendments will be drafted for the legislative process.

## COUNCIL ACTIONS REQUIRED

Policy direction on alternatives and preferred alternative

Decision on hearing and enactment of comprehensive plan amendments

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Design Commission will continue to serve as the primary advisory subcommittee, with the Planning Commission continuing as an advisory committee. Additional meetings will be held with a project Rockwood Design Standards Stakeholder Group. Community Forums have been held with more planned in 2011, as well as meetings with the Neighborhood Coalition, Rockwood Business Group, Rockwood Neighborhood Association and the Development Group. The project page on the City's website will be maintained along with the use of project email lists and flyers.

## SECTION 108 POLICY

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

### DESCRIPTION

This project will develop a strategy for the use of Section 108 funds based on Council's priorities. The City may apply for a Section 108 Loan Guarantee and leverage its annual CDBG allocation by five times, expanding the use and impact of CDBG dollars. The City may borrow up to approximately \$5 million from HUD against future CDBG Entitlement dollars for eligible economic development activities. It has already borrowed approximately \$1.5 million, which has been committed to Human Solutions, Inc. for the development of a Multiservice Center in the Rockwood neighborhood, leaving approximately \$3.5 million of loan capacity.

There are four main eligible activities for this program including:

- Commercial building rehabilitation
- Microenterprise assistance
- Special economic development activities
- Community-based development organization activities

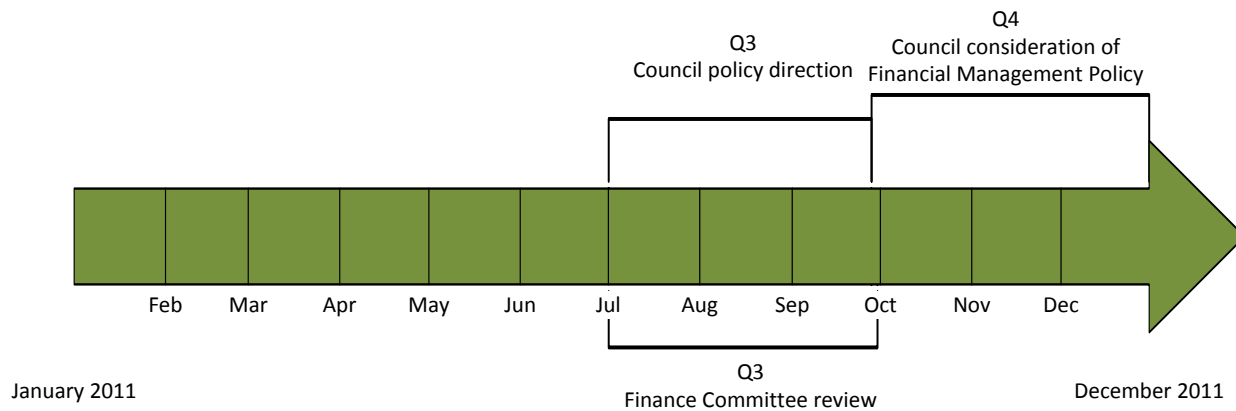
This project will explore Council's desires for any future loans under this program and how those loans will be repaid. This project will evaluate these eligible uses as well as the risks and possible opportunities that a Section 108 loan poses for the City of Gresham. Staff will engage Council to determine their priorities and desires related to this program. The project will also review what other jurisdictions of a similar size have accomplished using Section 108 funds. The policy direction from Council will be incorporated into Financial Management Policies.

### COUNCIL ACTIONS REQUIRED

Policy direction on use of Section 108 funds

Decision on adoption of Financial Management Policies

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Community Development and Housing Subcommittee will serve as the primary advisory committee. The Finance Committee will also be informed and be asked for input and recommendations.

## SPORTS PARK PHASE 2

**Contact:** Steve Fancher, Department of Environmental Services Director  
email: [Steve.Fancher@GreshamOregon.gov](mailto:Steve.Fancher@GreshamOregon.gov), phone: 503.618.2583

### DESCRIPTION

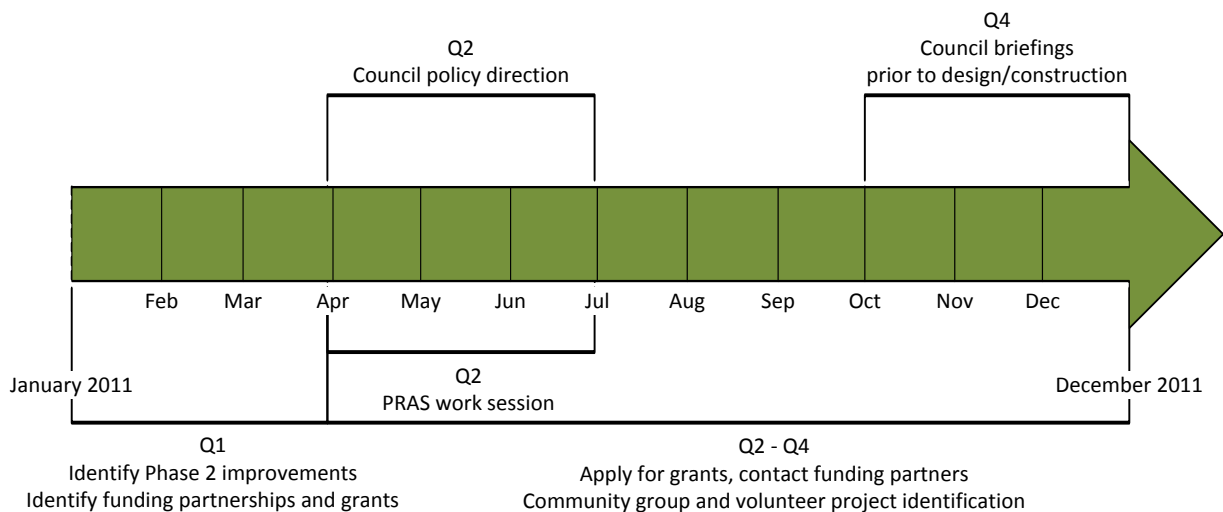
This project will identify improvements that will be made as Phase 2 of the Sports Park. It will also develop applicable funding strategies.

### COUNCIL ACTIONS REQUIRED

Policy direction on design for Phase 2

Policy direction on a funding strategy

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

The Parks and Recreation Advisory Subcommittee will be the primary advisory committee. Information will also be presented to the Neighborhood Associations and included in the GRESHAM Newsletter and on the City's website if funding is secured for improvements. Community volunteer groups will likely be involved in the development of minor improvements such as pathways and tree planting.



# WIRELESS COMMUNICATION FACILITIES IN THE PUBLIC RIGHT-OF-WAY

**Contact:** David Ris, City Attorney  
email: [David.Ris@GreshamOregon.gov](mailto:David.Ris@GreshamOregon.gov), phone: 503.618.2429

## DESCRIPTION

This project will identify best practices and recommend appropriate amendments to the Development Code, Utility License Code (GRC Article 6.30) and the Public Work Standards to update Gresham's regulation of wireless communication facilities in the public right-of-way. The City currently has limited codes that address this use of the public right-of-way and there is increasing interest in providing wireless telephone and internet service with antennas on existing utility structures.

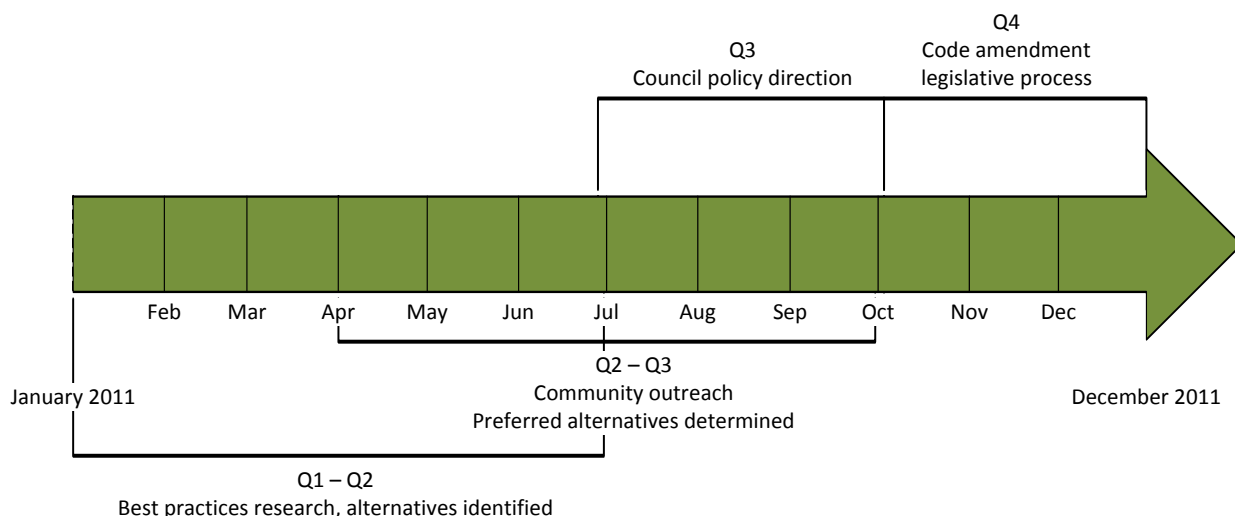
Alternatives and recommendations for the processing of and standards for communications facilities located in the right-of-way will be researched to determine what code amendments may be in the best interest of the City. At present, the Development Code language is dated and unclear and does not reflect current technologies.

## COUNCIL ACTIONS REQUIRED

Policy direction on alternatives

Decision on adoption of code amendments

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

Outreach meetings with the community and stakeholders such as utility and telecommunications providers will be held. Staff will also engage the Neighborhood Coalition in the process and provide information on the City's website.

## YOUTH ADVISORY COMMITTEE INITIATIVES

**Contact:** Cathy Harrington, Director, Office of Neighborhoods & Community Engagement  
email: [Cathy.Harrington@GreshamOregon.gov](mailto:Cathy.Harrington@GreshamOregon.gov), phone: 503.618.2482

### DESCRIPTION

This project will explore ways to address the three priority issues of the Youth Advisory Committee (YAC):

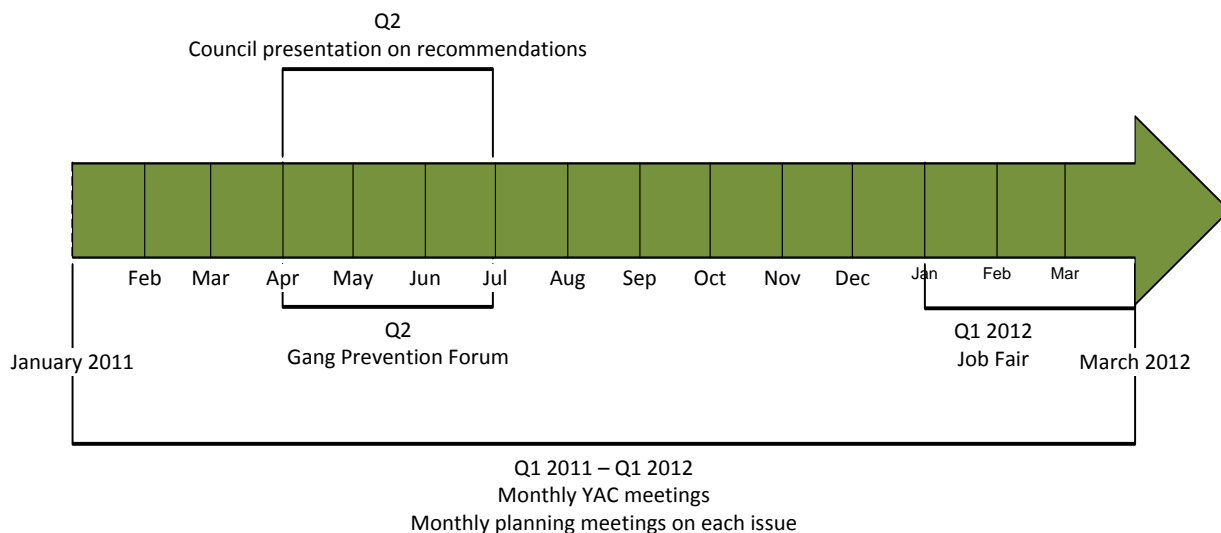
1. Youth Employment Opportunities – This will include participating in a partnership with the Chamber of Commerce and the local Employment Office to re-establish the annual Connect With Success Job Fair for youth that was discontinued several years ago.
2. Community Involvement – This will begin with a survey and assessment of what is currently available to youth for after school activities and other involvement opportunities.
3. Gangs, Drugs and Alcohol Prevention – With the assistance of our Gang Task Force Members, two educational forums (one in English, one in Spanish) will be presented to parents of Reynolds High School and Middle School students.

Over the academic year and following these activities, the YAC will develop recommendations for each of the issues to present to the City Council.

### COUNCIL ACTIONS REQUIRED

Policy direction on implementation of recommendations

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

The outreach for this project will primarily be conducted through the schools, the City's website and social media.

## REALIZING OPPORTUNITIES

# FUNDING INITIATIVES STRATEGY

**Contact:** Erik Kvarsten, City Manager  
email: [Erik.Kvarsten@GreshamOregon.gov](mailto:Erik.Kvarsten@GreshamOregon.gov), phone: 503.618.2346

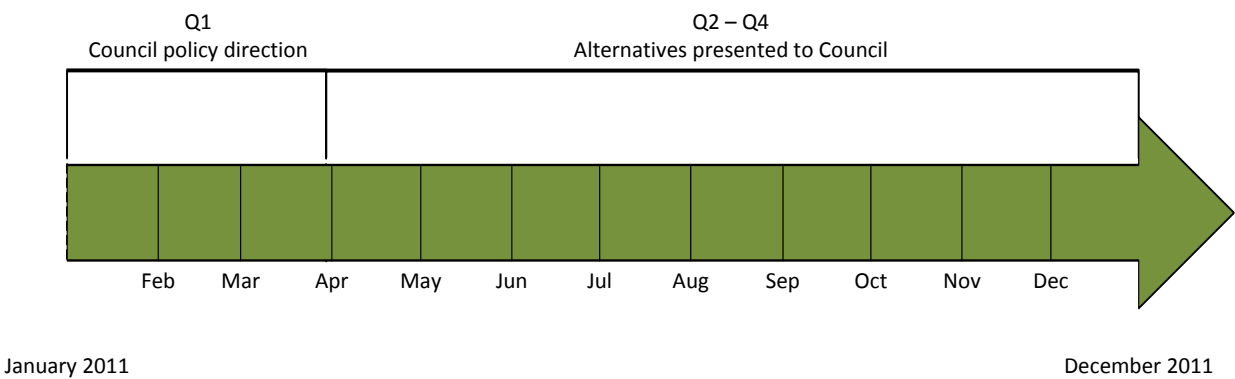
## DESCRIPTION

This project will determine a strategy to fund public safety, parks and transportation needs.

## COUNCIL ACTIONS REQUIRED

Policy direction on alternatives

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The recommendations made by the Council Citizen Advisory Committees and task forces related to funding options will be considered in this project.

## LEGISLATIVE PRIORITIES

**Contact:** Ron Papsdorf, Government Relations Director  
email: [Ron.Papsdorf@GreshamOregon.gov](mailto:Ron.Papsdorf@GreshamOregon.gov), phone: 503.618.2806

### DESCRIPTION

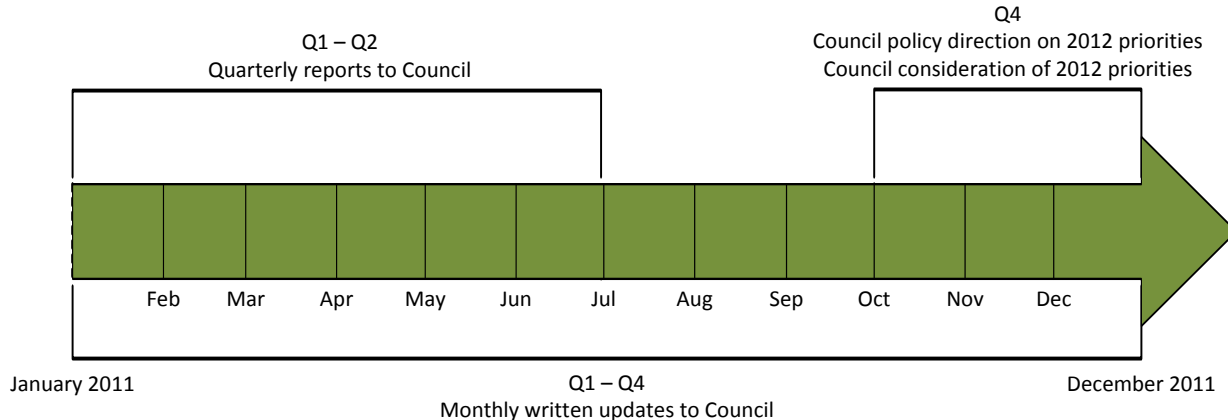
This project will focus on the identification and coordination of State and Federal legislative advocacy on behalf of the City for the 2011 State Legislative Session and 2011 Federal Congressional Session. Staff will work in partnership with Council to advocate on the City's behalf and will periodically update Council on key issues, activities and status during the 2011 State Legislative Session and interim. Council may be asked to provide direction to staff and/or adopt supplemental positions on unanticipated legislative issues. The City will retain the services of a consulting firm to assist its efforts to advocate for City positions and interest with Congress and our Federal Legislative delegation.

### COUNCIL ACTIONS REQUIRED

Policy direction on 2012 Legislative Priorities

Decision on adoption of 2012 Priorities

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

The Gresham Area Chamber of Commerce Government Affairs Council will be provided with regular updates.

# REGIONAL/MULTNOMAH COUNTY ISSUES AGENDA

**Contact:** Ron Papsdorf, Government Relations Director  
email: [Ron.Papsdorf@GreshamOregon.gov](mailto:Ron.Papsdorf@GreshamOregon.gov), phone: 503.618.2806

## DESCRIPTION

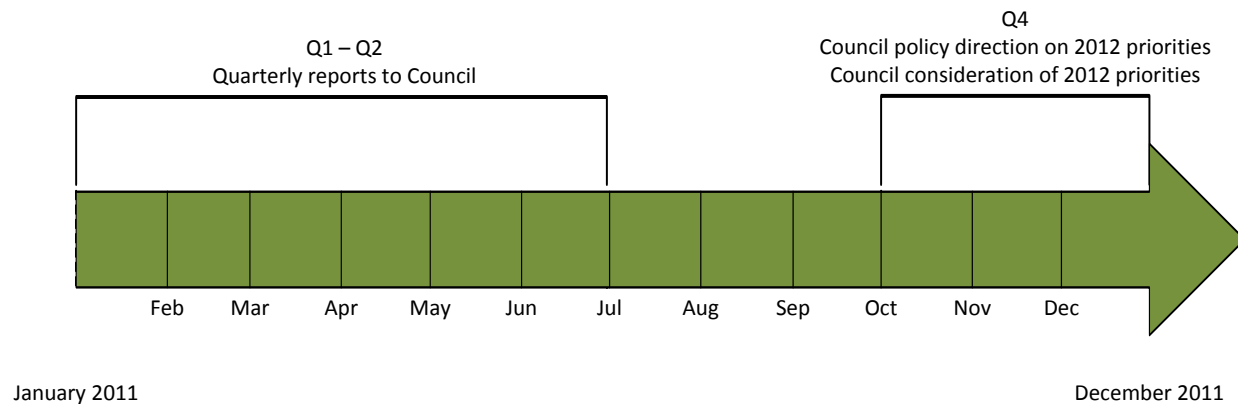
This project will focus on the identification and coordination of City efforts related to significant regional and Multnomah County intergovernmental issues and support Council's regional and County efforts in the context of broader Council goals. Staff will review significant regional issues with Council to develop positions and strategies. Possible issues in 2011 may include Metro planning initiatives, regional economic development initiatives, local and regional infrastructure funding initiatives, County service delivery and housing.

## COUNCIL ACTIONS REQUIRED

Policy direction on 2012 Legislative Priorities

Decision on adoption of 2012 Priorities

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The City's adopted priorities and advocacy efforts will be coordinated with other interest groups through meeting presentations, email notifications and discussion. Interest groups may include the Gresham Area Chamber of Commerce, East Metro Economic Alliance, Neighborhood Coalition and others.

## SMALL BUSINESS ASSISTANCE / INCENTIVES

**Contact:** Eric Schmidt, Community Development Director  
email: [Eric.Schmidt@GreshamOregon.gov](mailto:Eric.Schmidt@GreshamOregon.gov), phone: 503.618.2877

### DESCRIPTION

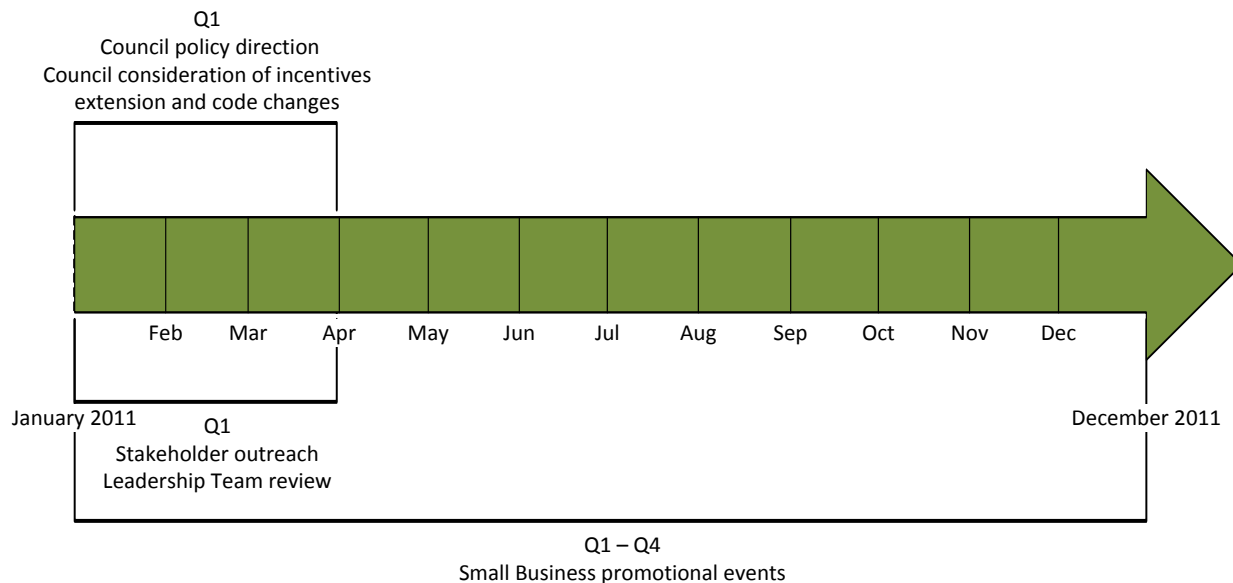
This project will focus primarily on evaluating a proposed extension of the existing financial incentives for small business, currently set to expire on March 31, 2011. It will also explore the impacts of expanding the current incentive boundaries to include targeted areas along Burnside Road and Division Street.

The project will evaluate service delivery efficiencies related to our small business support and recommend code changes to the ordinance as it relates to effectively administering the program.

### COUNCIL ACTIONS REQUIRED

Decision on extension of incentives

### PROJECT TIMELINE



### OUTREACH / COMMUNICATION

Key stakeholders, such as the Gresham Area Chamber of Commerce, the Gresham Downtown Development Association, Historic Downtown Business Owners and the Rockwood Business Coalition, will continue to be engaged in this project. In addition, staff will continue to hold small business forums aimed at educating the small business community on ways in which the City and its partners can help them succeed. The City's website, social media, advertising, newsletter and earned media efforts will continue to be used to inform the community of the City's efforts around small business support and to promote services and incentives.

# STRATEGIC PLANNING FOR COMMUNICATIONS (BRAND DEVELOPMENT)

**Contact:** Erik Kvarsten, City Manager  
email: [Erik.Kvarsten@GreshamOregon.gov](mailto:Erik.Kvarsten@GreshamOregon.gov), phone: 503.618.2346

## DESCRIPTION

This project will take action towards creating an integrated brand that will define and improve the City's image. In order to achieve this goal the City will conduct the following activities:

- Initiate a process to deliver a comprehensive brand platform that will help the City define and differentiate itself locally, regionally, as well as nationally and internationally. This brand will be implemented across the organization and used in its communications and marketing tools.
- Develop a process to include the Mayor and City Council in the development of the City's primary newsletter GRESHAM.
- Establish a Social Media Policy that will guide the City's use of social media platforms and tools.

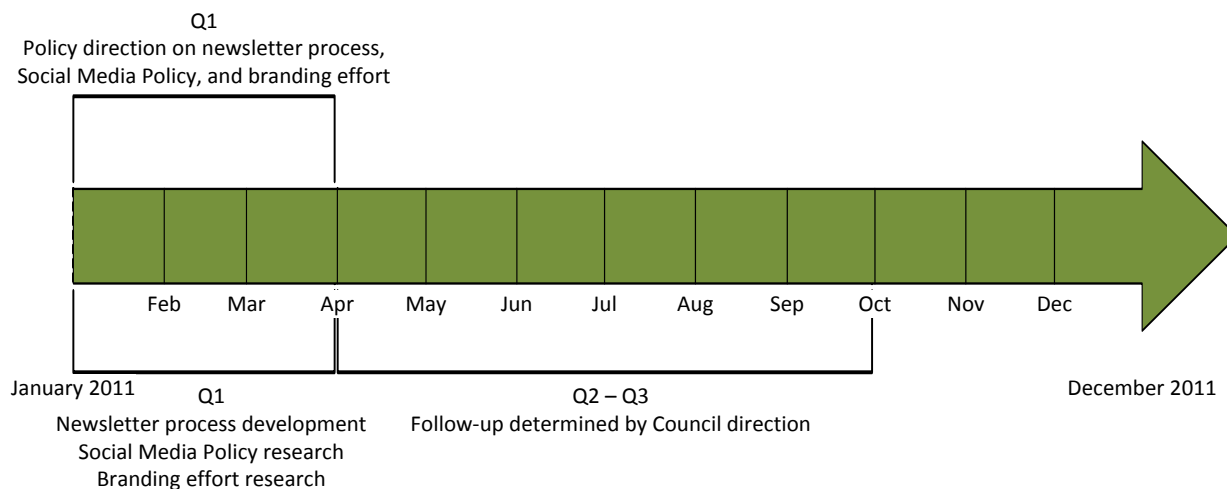
## COUNCIL ACTIONS REQUIRED

Policy direction on brand concepts and messages

Policy direction on newsletter process

Policy direction on social media policy

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The level of involvement and the stakeholders engaged will depend on the type of branding process the City undertakes.



# TRADED SECTOR JOBS STRATEGY

**Contact:**

Janet Young, Economic Development Director  
email: [Janet.Young@GreshamOregon.gov](mailto:Janet.Young@GreshamOregon.gov), phone: 503.618.2504

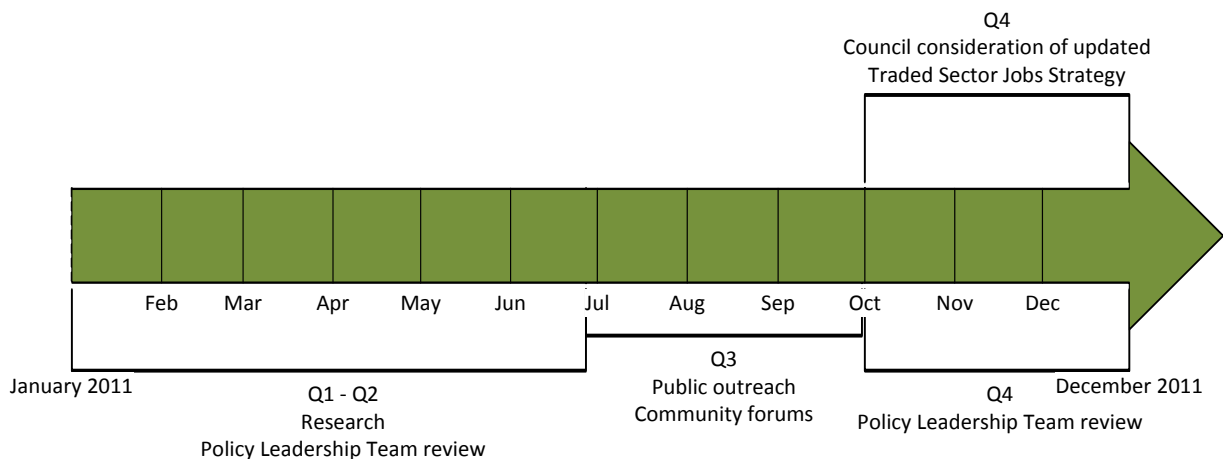
## DESCRIPTION

This project will review the current Traded Sector Jobs Strategy adopted by Council in August, 2009. Updated information will be gathered on economic conditions in Gresham and the region as well as on industry trends which correspond to Gresham's economic strengths. These industry trends will be compared to the specific industry sectors identified in the current plan. Information will be solicited from the public and from representatives of industry. An updated Strategic Plan will be presented to Council for review and adoption.

## COUNCIL ACTIONS REQUIRED

Policy direction on industry trends and their relationship to Gresham's economic strengths  
Decision on adoption of updated Traded Sector Jobs Strategy

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Finance Committee and Natural Resources and Sustainability Committee will likely be the primary Council Citizen Advisory Committees engaged. Other community engagement methods will include meetings with the East Metro Economic Alliance, the Gresham Chamber of Commerce, Columbia Corridor Association, Columbia Cascade River District and Green Light Greater Portland.

Open community forum(s) in the form of a mini-summit or speaker series will be used to gather input on industry trends and community suitability for different types of businesses. Small group or individual meetings with key industry leaders will be used to verify industry trends. Information will also be available on the City's website.

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## PRACTICING SUSTAINABILITY

# SUSTAINABILITY POLICY IMPLEMENTATION

**Contact:**

Steve Fancher, Department of Environmental Services Director  
email: [Steve.Fancher@GreshamOregon.gov](mailto:Steve.Fancher@GreshamOregon.gov), phone: 503.618.2583

Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

## DESCRIPTION

This project will assist the City in achieving its sustainability objectives to improve the quality of life for our residents and the vitality of our physical environment, and it will better position Gresham to attract businesses and industry associated with the emerging green economy. Actions for 2011 include the adoption and implementation of the 2011 Internal Operations and Facilities Sustainability Plan, which builds on the 2009 Council adoption of the City's Sustainability Policy.

Included in this project is the Healthy Eating Active Living initiative, a partnership with Multnomah County Health Department and community-based organizations such as El Program Hispano and the Coalition for a Livable Future. This initiative identifies opportunities to promote equitable access to opportunities for active living and healthy, affordable food. The project will audit and amend as necessary Community Development policies that help shape the built environment.

## COUNCIL ACTIONS REQUIRED

### 2011 Internal Operations and Facilities Sustainability Plan

Policy direction on prioritization of internal operations projects for 2011

Policy direction on projects that require an initial investment of unidentified resources in order to realize long-term savings or benefits

### Healthy Eating Active Living initiative

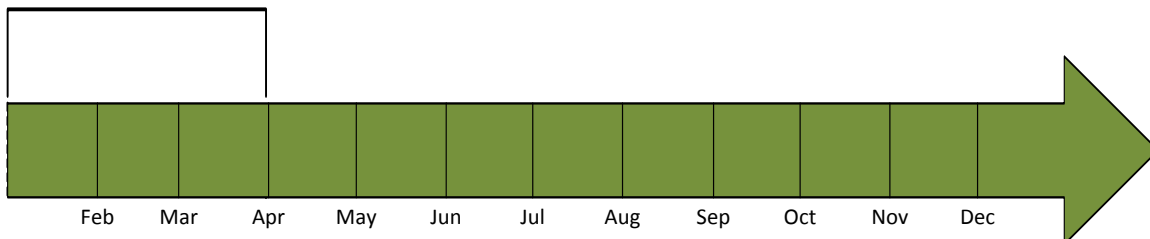
Policy direction on issues, alternatives and preferred alternative

Decision on hearing and enactment of comprehensive plan amendments

## PROJECT TIMELINE

### 2011 Internal Operations and Facilities Sustainability Plan

Q1  
Council policy direction  
Council consideration of Plan

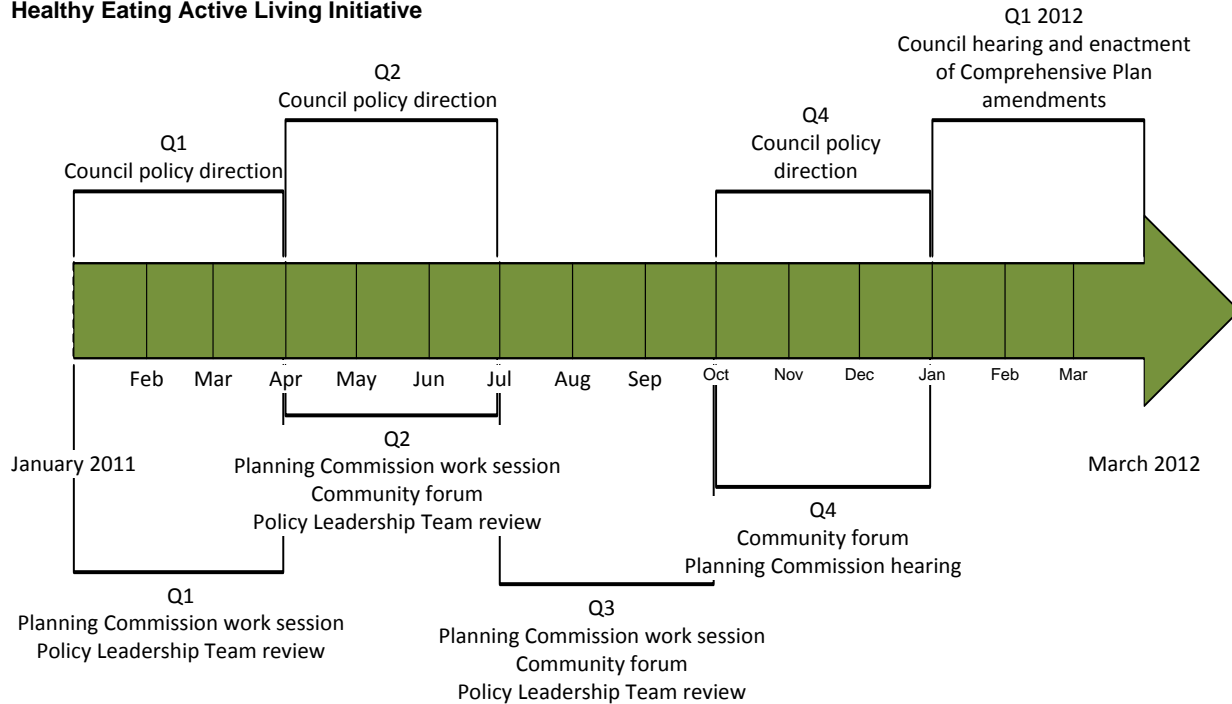


January 2011

December 2011

## PROJECT TIMELINE

### Healthy Eating Active Living Initiative



## OUTREACH / COMMUNICATION

### 2011 Internal Operations and Facilities Sustainability Plan

The community has been engaged throughout the development of the 2011 Sustainability Plan for Internal Operations and Facilities. The Natural Resources and Sustainability Council Citizen Advisory Committee has been the primary advisory committee. Information has been included on the City's website and in the GRESHAM Newsletter.

### Healthy Eating Active Living initiative

The Planning Commission will serve as the primary advisory committee. Additionally, the Council Transportation Advisory Subcommittee, Parks & Recreation Advisory Subcommittee, Urban Forestry Subcommittee and the Natural Resources & Sustainability Committee will provide advice regarding HEAL and their topical areas. Meetings will be held with a project HEAL Stakeholder Group. Community Forums will be held as well as meetings with the Neighborhood Coalition, business groups and the Development Group. The project page on the City's website will be maintained along with use of project email lists, social media and flyers.

# TRANSPORTATION SYSTEM PLAN UPDATE

**Contact:** Steve Fancher, Department of Environmental Services Director  
email: [Steve.Fancher@GreshamOregon.gov](mailto:Steve.Fancher@GreshamOregon.gov), phone: 503.618.2583

## DESCRIPTION

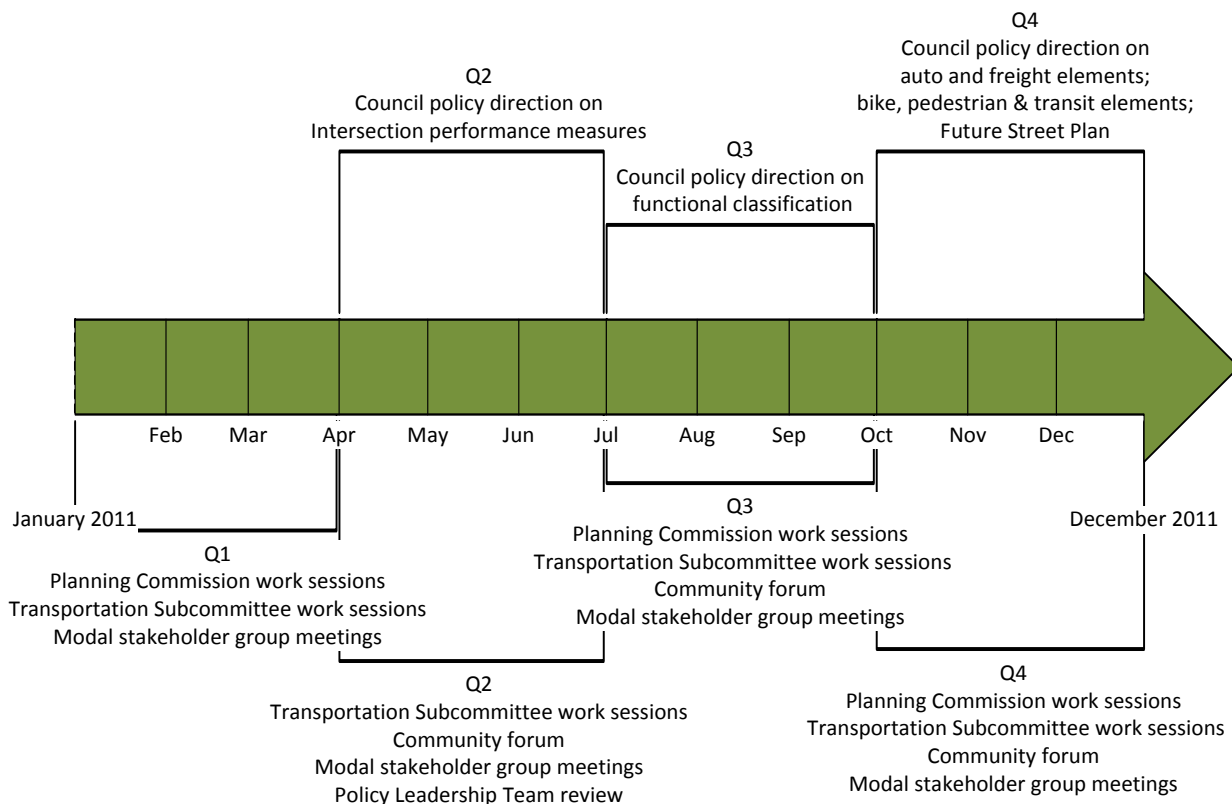
This project will update the Transportation System Plan (TSP) and will result in a list of transportation projects for implementation along with funding options, policy direction and measures that may be used to track progress of transportation projects. This project supports short – and long-term regional and City goals to promote livability, reduce congestion and greenhouse gas emissions, provide transportation options, enhance safety and promote economic development.

## COUNCIL ACTIONS REQUIRED

Policy direction on preferred alternatives

Decision on adoption of Transportation System Plan Update

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Transportation Subcommittee will be the technical advisory group for this project. Community forums as well as meetings with the Neighborhood Associations will be held. In addition, staff will coordinate with the City's community health partners through the Multnomah County Communities Putting Prevention to Work grant and jurisdictional partners (i.e. Metro, surrounding cities and counties, TriMet and Port of Portland). Information will be available on the City's website and in the GRESHAM Newsletter.

# URBAN FORESTRY MANAGEMENT PLAN

**Contact:** Mike Abbate, Urban Design and Planning Director  
email: [Mike.Abbate@GreshamOregon.gov](mailto:Mike.Abbate@GreshamOregon.gov), phone 503.618.2378

## DESCRIPTION

This project will draft a preferred Plan alternative and then refine the Plan alternative for Council consideration. It would, based on an adopted Plan, draft amendments to the Gresham Community Development Plan (Volume 2) goals, policies and action measures for trees and forestry for the legislative process. These measures will reflect the large diversity of interests and perspectives in the community on this issue and will hold private property rights in the highest regards.

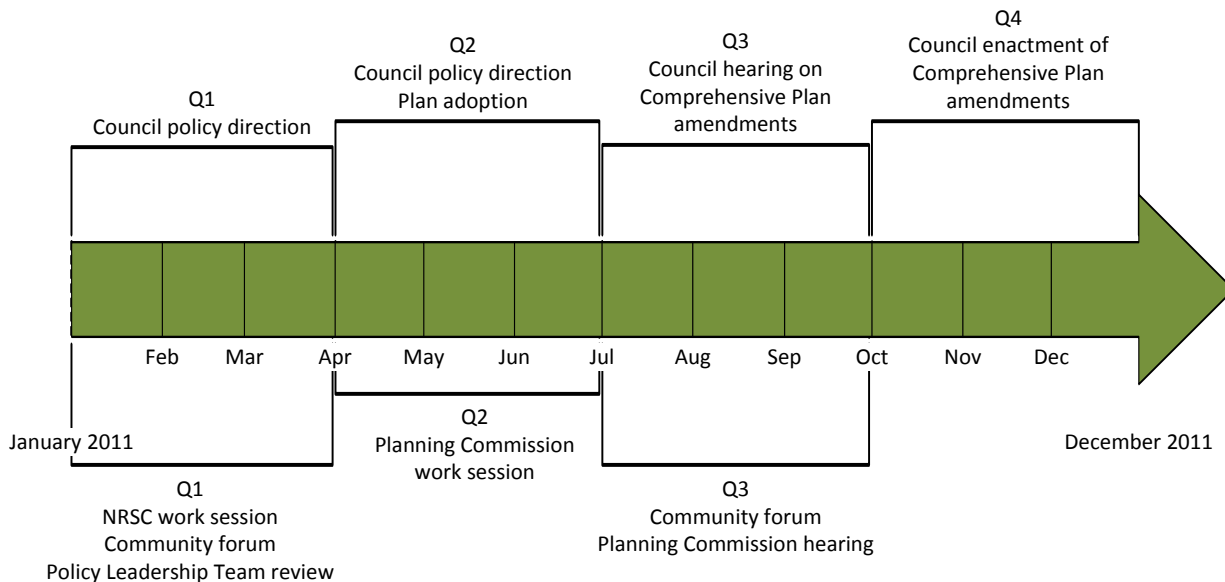
## COUNCIL ACTIONS REQUIRED

Policy direction on preferred alternative

Decision on adoption of the Plan

Decision on hearing and enactment of comprehensive plan amendments

## PROJECT TIMELINE



## OUTREACH / COMMUNICATION

The Urban Forestry Subcommittee will continue to serve as the primary advisory committee. Meetings with the Natural Resources & Sustainability Committee will also be held. Community Forums were held in 2010 and will also be held in 2011 as well as a focus meeting with business group representatives. The project page on the City's website will be maintained along with use of as project email lists and flyers.